AMENDMENTS TO THE CLAIMS

1. (Currently amended) A ~~marketing method for advertising~~ method of providing content to a consumer having a personal computer, said personal computer including a ~~memory,~~ memory and a visual display, and ~~a modem for~~ being able to communicate with the Internet, said method comprising:

provitding a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

placing at least one wallpaper image file into the memory of the personal computer, said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said wallpaper desktop program;

by a server that is coupled to the personal computer by a computer network, selecting a clickable icon file that corresponds to a profile of a user of the personal computer;

~~placing at least one~~ in response to selecting the clickable icon file, placing the clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a ~~generally unremovable~~ clickable icon on the visual display by said wallpaper desktop program;

displaying said at least one wallpaper image on the visual display; and

displaying said clickable icon with said wallpaper image, said clickable icon being persistently displayed on a desktop of the personal computer within the wallpaper image and being capable of being activated by the consumer ~~but not generally being removable from said image by the consumer~~, whereby, if said clickable icon is activated by the consumer, said desktop program causes the personal computer to access a predetermined URL ~~address on the Internet~~.

2. (Original) The method of claim 1 further including the step of embedding the clickable icon in said wallpaper image by combining said clickable icon file with said image file prior to placing said image file and said clickable icon file into the memory.

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3. (Original) The method of claim 1 further including the step of changing the predetermined URL address by downloading a new URL address and associating the new URL address with the clickable icon file.

4. (Original) The method of claim 1 further including the step of providing a wallpaper web site through which the consumer may view said at least one wallpaper image prior to placing said wallpaper image file into the memory.

5. (Original) The method of claim 1 further including the step providing a sponsor, said sponsor having a web site, said predetermined URL address connecting said personal computer to said sponsor's web site for advertising goods or services to the consumer.

6. (Currently amended) A method for ~~marketing a hard copy of an image, such as a poster, painting, print, or the like,~~ delivering content to a consumer having a personal computer, said personal computer having a memory and a visual display, said personal computer being able to communicate with the Internet, said method comprising:

> providing a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

> placing a wallpaper image file in the memory of the personal computer, said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said wallpaper desktop program;

> placing at least one clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a clickable icon on the visual display by said wallpaper desktop program;

> displaying said wallpaper image on the visual display; and

> displaying said clickable icon with said wallpaper image, said clickable icon being capable of being activated by the consumer, whereby, if said clickable icon is activated, said desktop program causes the personal computer to access a predetermined web site on the Internet ~~where the consumer can~~ that provides an option to purchase ~~a hard copy of~~ an item associated with said wallpaper image.

7. (Original) The method of claim 6 further including the step of providing a wallpaper web site through which the consumer may view said wallpaper image prior to placing said wallpaper image file into the memory of the personal computer.

8. (Original) The method of claim 6 further including the step of periodically transmitting to the personal computer a notice that additional wallpaper images are available for downloading to the consumer's personal computer.

9. (Original) The method of claim 7 further including the step of providing a consumer preference form at said wallpaper web site, and requiring the consumer to provide information to said form prior to placing said wallpaper image file into the memory of the personal computer.

10. (Currently amended) The method of claim 9 further including the step of using the information from said form to determine additional wallpaper images of interest to the consumer ~~and for periodically transmitting to the personal computer a notice that said additional wallpaper images are available for downloading to the memory~~.

11-20: (Canceled)

21. (New) The method of claim 6, wherein the item associated with the wallpaper image is a hard copy of the wallpaper image.

22. (New) The method of claim 6, wherein the item associated with the wallpaper image is a physical poster or a print containing the wallpaper image.

23. (New) The method of Claim 1, wherein selecting a clickable icon file that corresponds to a profile of a user comprises selecting the clickable icon file based at least in part on wallpaper preference data of the user.

24. (New) The method of Claim 1, wherein selecting a clickable icon file that corresponds to a profile of a user comprises selecting the clickable icon file based at least in part on a wallpaper image download history of the user.

25. (New) The method of Claim 1, wherein selecting a clickable icon file that corresponds to a profile of a user comprises selecting the clickable icon file based at least in part on wallpaper search criteria specified by the user.

26. (New) The method of Claim 1, wherein selecting a clickable icon file that corresponds to a profile of a user comprises selecting the clickable icon file based at least in part on preference data entered by the user into a form of a web site that provides access to a database of downloadable wallpaper images.

27. (New) The method of Claim 1, wherein the wallpaper desktop program includes a screen saver feature that moves the clickable icon across the visual display of the computer to refresh at least a portion of the visual display.

28. (New) The method of Claim 1, wherein the URL is a URL of a web site on the Internet.

29. (New) The method of Claim 1, wherein the URL is a URL of a web site on the Internet that provides an option for the consumer to purchase an item associated with the wallpaper image.

30. (New): In a wallpaper system that provides functionality for selecting wallpaper images from an image database to download to user computers for display as desktop wallpaper, a method for selecting content to display on the desktops of the user computers, the method comprising the computer-implemented steps of:

maintaining a database of user profiles of users of the wallpaper system, said user profiles including wallpaper preference data of the users;

receiving user selection criteria that specifies a type of user to whom a clickable image is to be presented;

comparing the user selection criteria to the database of user profiles, including the wallpaper preference data, to select a target user whose user profile matches the user selection criteria; and

in response to selecting the target user, causing an application program running on a user computer of the target user to persistently display the clickable image on a desktop of the user computer such that the target user may click on the image to access a web site associated with the clickable image.

31. (New) The method of Claim 30, wherein causing an application program running on a user computer of the target user to persistently display the clickable image comprises embedding the clickable image within coding of a wallpaper image to make the clickable image generally unremovable by the user.

32. (New) The method of Claim 30, wherein the step of maintaining the database of user profiles comprises maintaining histories of wallpaper images downloaded by specific users.

33. (New) The method as in Claim 30, wherein the step of comparing the user selection criteria to the database of user profiles comprises selecting the target user based at least in part on a history of wallpaper images downloaded by the target user.

34. (New) The method as in Claim 30, wherein the step of comparing the user selection criteria to the database of user profiles comprises selecting the target user based at least in part on wallpaper search criteria entered by the target user.

35. (New) The method as in Claim 30, further comprising the computer-implemented step of using the profile of the target user, as stored within the database of user profiles, to select a wallpaper image for the target user.

36. (New) The method as in Claim 35, wherein the wallpaper image is selected for the target user based at least in part on a history of wallpaper images selected by the target user.

37. (New) The method as in Claim 30, wherein the clickable image is associated with a sponsor, and the web site is a web site of the sponsor.

38. (New) The method as in Claim 37, further comprising, in response to user selection of the clickable image as displayed on the desktop of the user computer, charging the sponsor.

39. (New) The method as in Claim 30, wherein the application program displays the clickable image as an icon on the desktop of the user computer.

40. (New) The method as in Claim 30, wherein the application program displays the clickable image as an advertisement on the desktop of the user computer.

41. (New) The method as in Claim 30, wherein the method is performed by a server system that is connected to the user computer of the target user by a computer network.

42. (New) A server system that performs the method of Claim 30.

43. (New) A system for displaying wallpaper and associated content on user computers, the system comprising:

a server system that provides user access to a database of wallpaper images, wherein the server system maintains a user preferences database that stores information about preferences of users of the database of wallpaper images;

an application program that is adapted to run on computers of the users and to communicate with the server system, wherein the application program manages the display of the wallpaper images on desktops of the user computers to provide functionality for varying desktop wallpaper; and

a comparison program that compares target user criteria associated with a clickable image with user preferences stored in the user preferences database to select target users to which to present the clickable image;

wherein the comparison program interoperates with the server system and the application program to cause the clickable image to be displayed on a desktop of a target user's computer within desktop wallpaper such that selection of the clickable image causes the target user's computer to access an associated web site.

44. (New) The system of Claim 43, wherein the user preferences database includes wallpaper preference data that is used by the comparison program to select the target users to which to present clickable images.

45. (New) The system of Claim 44, wherein the wallpaper preference data includes wallpaper image download histories of users.

46. (New) The system of Claim 43, wherein the server system notifies the target user when new wallpaper images that match search criteria specified by the target user are added to the database of wallpaper images.

47. (New) The system of Claim 43, wherein the application program displays the clickable image persistently on desktops of target user computers.

48. (New) A method for marketing a hard copy of an image, such as a poster, painting, print, or the like, to a consumer having a personal computer, said personal computer having a memory and a visual display, said personal computer being able to communicate with the Internet, said method comprising:

providing a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

placing a wallpaper image file in the memory of the personal computer, said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said wallpaper desktop program;

placing at least one clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a clickable icon on the visual display by said wallpaper desktop program;

displaying said wallpaper image on the visual display;

displaying said clickable icon with said wallpaper image, said clickable icon being capable of being activated by the consumer, whereby, if said clickable icon is activated, said desktop program causes the personal computer to access a predetermined web site on the Internet where the consumer can purchase a hard copy of said wallpaper image;

providing a wallpaper web site through which the consumer may view a wallpaper image prior to placing said wallpaper image file into the memory of the personal computer;

providing a consumer preference form at said wallpaper web site, and requiring the consumer to provide information to said form prior to placing said wallpaper image file into the memory of the personal computer; and

using the information from said form to determine additional wallpaper images of interest to the consumer and for periodically transmitting to the personal computer a notice that said additional wallpaper images are available for downloading to the memory.

49. (New) The method of Claim 48, wherein displaying said clickable icon with said wallpaper image comprises displaying the clickable icon persistently on a desktop of the personal computer.

50. (New) The method of Claim 48, wherein displaying said clickable icon with said wallpaper image comprises embedding the clickable icon within said wallpaper image.

51. (New) A method of providing content to a consumer having a personal computer with a visual display, the method comprising:

selecting a wallpaper image to display on the visual display of the personal computer; said wallpaper image represented by a wallpaper image file;

selecting a clickable image to display within the wallpaper image on the visual display of the personal computer, said clickable image represented by a clickable image file, and being associated with a URL;

embedding the clickable image within the wallpaper image by combining file code of the clickable image file with file code of the wallpaper image file, to generate a modified wallpaper image that includes the clickable image; and

displaying the modified wallpaper image on the visual display as desktop wallpaper such that selection of the clickable image causes the personal computer to access the URL.

52. (New) The method of Claim 51, wherein the clickable image is generally unremovable from the modified wallpaper image by a user of the personal computer.

53. (New) The method of Claim 51, wherein the clickable image is an icon.

54. (New) The method of Claim 53, further comprising displaying an additional icon within the modified wallpaper image by overlaying the additional icon on the modified wallpaper image, without embedding the additional icon therein.

55. (New) The method of Claim 51, wherein the step of selecting the clickable image is performed by a server based on a user profile associated with the personal computer, said server being separate from the personal computer.

56. (New) The method of Claim 55, wherein the user profile includes a wallpaper image download history of a user.

57. (New) The method of Claim 55, wherein the user profile includes wallpaper image search criteria specified by a user.

58. (New) The method of Claim 51, wherein the clickable image is selected by a server based on a user profile associated with the personal computer, and the step of embedding the clickable icon within the wallpaper image is performed before the wallpaper image is downloaded to the personal computer.

59. (New) The method of Claim 51, wherein the URL is a URL of a web site that provides a user option to purchase an item associated with the wallpaper image.

60. (New) The method of Claim 59, wherein the item is a hard copy of the wallpaper image.

61 (New) The method of Claim 59, wherein the item is a product that is shown in the wallpaper image.